



Montana Nurses' Association

PUBLIC HEALTH, WELFARE & SAFETY

Exhibit No. 17

Date 2-16-07

Bill No. SB 336

104 Broadway, Suite G-2 ℓ Helena, MT 59601 ℓ (406) 442-6710 Voice ℓ (406) 442-1841 Fax

February 7, 2007

Hon. Greg Lind
State of Montana Senate
Helena, MT 59620

Dear Senator Lind;

The Montana Nurses Association is pleased to support **Senate Bill 336: an act prohibiting the sale of tobacco products commonly referred to as "Bidis" and tobacco products commonly referred to as "flavored cigarettes or cigars" or "flavored tobacco products"**. We appreciate your leadership in introducing a bill that protects Montana citizens, particularly those found most susceptible to the allure of these agents: youth, teenagers and young adults who begin life-long smoking habits after being introduced to these toxic agents.

I have attached, for your review, two excerpts from documents obtained from the Legacy Tobacco Document Library. These excerpts, from tobacco industry records, clearly show a concerted effort to attract younger potential smokers by making tobacco products more appealing to this easily-influenced segment of our society. Through a combination of clever advertising and "healthy" sounding names such as clove, cherry, lemon-lime, wild mango, and mandarin origin, to name a few, the tobacco industry has made a determined effort to increase the sale of their product by appealing to another susceptible segment of society.

The US legislative body has been unable to agree on appropriate language to prohibit the sale of these flavored cigarettes and or flavored tobacco products. Until that happens, it is necessary that Montana take a strong position on the elimination of these carcinogens in order to protect the public.

Beginning in 2004, Attorneys General of some 40 states began investigating whether flavored cigarettes violate the 1998 Tobacco Master Settlement Agreement between major tobacco companies and the states insofar as it prohibits tobacco marketing that directly or indirectly targets youth. Despite the fact that 40 states (including Montana) arrived at a settlement with the R.J. Reynolds company in 2006 to a ban, in the United States, of its flavored Camel, Kool and Salem cigarettes, other tobacco producers and imports from other countries, particularly India, continue to advertise and supply these lethal products in our State.

The sad facts are this: that **daily** an estimated 4000 kids, under the age of 18, try their first cigarette, and more than 1500 other kids under 18 become established daily smokers. And we know that approximately 90 percent of smokers begin their smoking habit before the age of 21. Make no mistake about it – smoking tobacco and "chewing" tobacco products are leading causes of lung and oral cancers. These newer forms of tobacco are even more dangerous. Bidi cigarettes are puffed more frequently than regular cigarettes to prevent them from going out. Inhaling a Bidi cigarette requires great pulmonary effort due to its shape and poor combustibility. Consequently, Bidi smokers breathe in greater quantities of tar and other toxins than smokers of regular cigarettes. In addition, Bidis contain more than three times the amount of Nicotine and more than five times the amount of tar than regular cigarette smoke. Bidi smokers have two times the risk of lung cancer, have five times the risk of suffering heart disease as non-smokers, and are more at risk for cancers of the throat, oral cavity, pharynx, larynx, esophagus, stomach and liver than regular smokers.

Senate Bill 336 takes a firm but necessary stance to address this public health issue. We wholeheartedly support your effort and urge passage of this legislation.

February 7, 2007

The Montana Nurses Association (MNA) is the state professional association for registered nurses. Our mission is to promote professional nursing practice, education and standards; represent professional nurses; and provide nursing leadership in promoting high quality health care. MNA joins with other professional associations and organizations on specific issues to support legislation that strengthens the quality of health care provided to Montana's citizens and protects consumer health and safety. The organization looks forward to working with you on this and future legislation that addresses these issues.

If you have any questions, please do not hesitate to contact Linda Henderson, RN, President at (406)243-2590 or dcole@bigsky.net, or Pat Wise at (406)442-6710 or pwise@mntnurses.org.

Sincerely,

A handwritten signature in black ink, appearing to read "Kim Powell", with a long, sweeping horizontal line extending to the right.

Kim Alexandre Powell, APRN
Director-At-Large

1972

TO COUNTRY ORDER

BROWN & WILLIAMSON TOBACCO CORPORATION

PROJECT REPORT

APPLE FLAVOR

Apples connote goodness and freshness and we see many possibilities for our youth-oriented cigarette with this flavor. Apple cider is also a possibility.

SWEET FLAVOR CIGARETTE

We believe that there are pipe tobaccos that have a sweet aromatic taste. It's a well known fact that teenagers like sweet products. Honey might be considered.

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3. Fruit Flavored Chewing Products

Several avenues were explored in this area with the idea being directed toward younger chewers coming into the market. Many people felt that younger chewers would be attracted to products with less tobacco taste. For example, it was suggested that we investigate the possibility of borrowing switching study data from the company which produces "Life Savers" as a basis for determining which flavors enjoy the widest appeal.

Another suggestion was that we manufacture a product in "bite size", individually wrapped sections, with different flavors. Another suggestion was to produce a chewing product in which bubble gum is incorporated.

Another suggestion was to produce and market a chewing tobacco product in which the tobacco would be surrounded by a flavored sugar coating, similar to gum balls.